

Rep Order# 6817865 Ver# 2 Status Returned

Traffic Order# 102170

Printed: 05/29/2012 9:22 AM  
Last Received: 05/24/2012 3:55 PM  
Showing Buylines: All Lines

1 of 4

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) DEM. CNG. CMP COMM.  
Product DCCC  
Estimate# 1193  
Buyer Katie Keulenan  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, S#800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1193  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	10/23-10/29	8	1	8	\$3,200.00	
	2	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/23-10/29	4	1	4	\$800.00	
	3	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$725.00	10/23-10/29	10	1	10	\$7,250.00	
	4	TU-F,M	7A-9A	TODAY SHOW	:30	\$900.00	10/23-10/29	20	1	20	\$18,000.00	
	5	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/27-10/27	2	1	2	\$750.00	
	6	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/27-10/27	4	1	4	\$2,500.00	
	7	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/28-10/28	1	1	1	\$375.00	
	8	SU	7A-8A	TODAY ON SUNDAY	:30	\$500.00	10/28-10/28	2	1	2	\$1,000.00	
	9	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	10/28-10/28	1	1	1	\$3,000.00	
	10	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	11	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	12	TU-F,M	9A-10A	TODAY SHOW II	:30	\$425.00	10/23-10/29	20	1	20	\$8,500.00	

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 Product DCCC WASHINGTON, DC 20007 Salesperson ( ) AMY MCCREARY  
 Estimate# 1193 Agency C/P1/P2/E 11/14/1193 Salesperson Phone# 215-568-6540  
 Buyer Katie Keuleman Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX# 215-568-1845  
 Phone# Hiatus Weeks  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	28	SU	530P-830P	SUN NT FB: SD & N ORLEANS	:30	\$10,000.00	10/28-10/28	1	1	1	\$10,000.00	
	29	SU	830P-930P	NEWS AFTER NFL	:30	\$1,600.00	10/28-10/28	2	1	2	\$3,200.00	
	30	SU	10P-11P	LAW & ORDER	:30	\$900.00	10/28-10/28	2	1	2	\$1,800.00	
	31	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/23-10/29	4	1	4	\$4,800.00	
	32	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/27-10/27	1	1	1	\$1,100.00	
	33	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/28-10/28	1	1	1	\$1,100.00	
	34	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/23-10/29	8	1	8	\$4,000.00	
	35	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$250.00	10/23-10/29	8	1	8	\$2,000.00	
	36	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$1,400.00	10/27-10/27	3	1	3	\$4,200.00	
	37	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	10/28-10/28	1	1	1	\$400.00	

---REPORT TOTALS---  
 Report Totals: 184 / \$145,475.00

---SALES MONTHLY TOTALS---  
 Oct 12: 148 / \$110,500.00 Nov 12: 36 / \$34,975.00  
 Sales Totals: 184 / \$145,475.00  
 Station Totals: 184 / \$145,475.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

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EC'd Yes

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---COMPETITIVE---

Market Totals	\$484,917	CATV 0%	KBIR 0%	KINC 0%	KLAS 24%	KSNV 30%
		KTNV 16%	KTUD 1%	KVCW 2%	KVMY 7%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---  
EST SHARES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE